



Improving People's Health ... Statewide and Worldwide

SPRING 2001

## THE SCHOOL OF PUBLIC HEALTH NAMED FOR BENEFACTOR NORMAN J. ARNOLD

On Tuesday, Nov. 21, 2000, President John Palms and Dean Harris Pastides announced the dedication of the Norman J. Arnold School of Public Health. Arnold and his wife, Gerry Sue, provided a significant endowment which will permanently enhance the school's ability to serve its students, the citizens of the state, and to promote the health of people everywhere. The name change makes the newly named school the only publicly financed school of public health in the nation to bear an individual's name. Only two others, the Rollins School of Public Health at Emory University and the Mailman School of Public Health at Columbia University, are named for individuals.

Arnold, a cancer survivor of 18 years, and his wife have for two decades turned their attention and devotion to bringing healthier ways of eating and healthier lifestyles to South Carolina. They have sponsored numerous public lectures and other events and have donated time as well as significant financial resources to public and volunteer agencies in South Carolina.



Norman and Gerry Sue Arnold

The couple helped establish the SPH Nutrition Center (see cover article in the fall 2000 *HealthBeat*) last year. They hope that their gift will encourage others to contribute to the promotion of good health for everyone in the state and beyond.

Arnold is chair of the Arnold Companies, which is involved in a number of businesses, including real estate development. The company was involved in distributing liquor until the 1970s. Arnold was instrumental in bringing the Dr. Dean Ornish Cardiac Rehabilitation and Research Program to South Carolina, and was responsible for the establishment of the Macrobiotic Center in Columbia.

Arnold and Gerry Sue have three sons—Ben Daniel, David, and Michael.

**Ann Coker** was invited by the U.S. Department of Health and Human Services' Office of Women's Health and the Centers for Disease Control and Prevention, along with the National Institute of Justice, to participate in the development of a national research plan to address violence against women.

**Donna Richter and Robert McKeown's** videotape, "The Endow Project Hysterectomy: the Decision," won a Bronze Telly in the 21<sup>ST</sup> annual Telly Awards, a national competition honoring outstanding non-network television commercials and programs. It also won a Silver Cindy Award, which is presented by the International Association of Audiovisual Communications.

**Donna Richter** was named a fellow in the American Academy of Health Behavior.

**Greg Hand** was elected to the Southeastern Regional Chapter/American College of Sports Medicine Executive Board.

**Fran Wheeler** was appointed to the National Cancer Legislation Advisory Committee. The committee is developing a comprehensive set of policy recommendations that will serve as the basis for new, expanded federal legislation to support and enhance cancer research, prevention, early detection, treatment, and care.

## **"The Nature of Wealth and The Nature of Health"**

**- Speech Given by Norman J. Arnold at the Dedication Nov. 21, 2000**

I know that many of you must be wondering: Why me? Why now? Why the USC School of Public Health and my gift to it? To go back a ways, my grandfather told me at least once a day that there were three things I had to do in my business life: work hard, save your money, and put it in a safe place. He left it to me to find out on my own that the whole point of doing those three things is to live long enough to give your money away, and that has been the most valuable lesson of all.

As some of you may know, I am one of the rare survivors of pancreatic cancer. In the summer of 1982, when I was 53 years old, I was told I had six months to live. Eighteen years later, I am cancer free. Of course, I feel blessed and very grateful. There's nothing that will focus your attention on the important things in life quite like facing your own death. I became acutely aware of some important truths, not the least of which is the ultimate value of good health and loved ones. Another was the money my grandfather had told me to save. I came perilously close to dying with some accumulated wealth, and I want to explain what I learned from that experience, about the nature of wealth.

A diamond is the hardest substance in nature. The only thing that can scratch a diamond is another diamond. They are insoluble in acid and alkalis and are normally infusible. Yet, diamonds are not easy to identify. In fact, the only way to be absolutely certain you have a diamond is to suspend the stone in a jar of oxygen and raise the temperature to 875 degrees. If the stone burns up completely with a blue light, you now have—nothing. But you know for sure that you used to have a diamond.

What's the point of this story? Well, dying with accumulated wealth is like burning up a diamond to prove you had one. It's a good story to tell, but you're still left with something pretty worthless. I believe there is a much better use for wealth—to realize our dreams. And I don't simply mean our individual dreams for a bigger house or a better car. I mean our collective dreams as a society. The explosive affluence in America today gives us the means to achieve our dreams

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***I firmly believe in the importance of public health. Even more, I believe in the essential role ... of institutions like the USC School of Public Health in creating a healthy community.***

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and to live out our social values. Wealth can afford our society the luxury of many things—and foremost among these for me is the absence of disease and the concurrent presence of good health. These two concepts led me to support the University of South Carolina School of Public Health: the nature of wealth and the nature of health.

I firmly believe in the importance of public health. Even more, I believe in the essential role—the fundamental mission, if you will—of institutions like the USC School of Public Health in creating a healthy community. It seems clear to me that almost all health is "public health." Said another way, complete health—mind, body, and spirit working in harmony—can only be achieved as a societal, not just an individual, goal.

More than a century ago, Benjamin Disraeli spoke of that connection between

health and community: "The health of the people is the foundation upon which all their happiness and all their powers depend." This remains true today. The health of South Carolina's people is the ultimate source of our individual and collective happiness and success, and the USC School of Public Health is essential to helping us achieve it. There are still people—(especially in the Southeast and in our own state of South Carolina)—who are not aware of the intimate connection between health and the environment, diet, habits, and lifestyle. They lack not only the knowledge to prevent their ills but also access to the treatments to address them.

The USC School of Public Health, its staff, and its graduates, are essential to providing this knowledge and access to care for so many. They teach and serve, helping individuals become healthier so our state can become healthier. Through the leadership of Dean Pastides, longtime staff members have joined with others to improve an outstanding institution. I feel very privileged and honored to do what I can to strengthen the USC School of Public Health to help give us the opportunity to use our bodies, minds, and spirits to work toward peace, health, and a more productive and happy life.

So if you ask, "Why me? Why now? Why the USC School of Public Health?" I can only answer, because my grandfather and father taught me well about hard work and savings, and I felt called to do something special with what their wisdom brought me by supporting this institution.

I will conclude with one of my favorite prayers from the Talmud: "Blessed art Thou, O Eternal, our God, who has preserved us, sustained us, and brought us to enjoy this season."

# MESSAGE FROM THE DEAN



particularly proud that we have expanded our circle of advisors by initiating or invigorating the Dean's Student Advisory Council, Alumni Council, Development Board, and Community Council. I am humbled by the time and energy given by so many people in helping us to be the best school that we can be.

Having completed three academic years as dean, I take great pleasure in sharing with you our recent progress. As you certainly are aware, Nov. 21, 2000, was a historic and transforming day for our school. On that day, we became the Norman J. Arnold School of Public Health in tribute to one of the largest gifts ever made to the University of South Carolina. By committing significant financial resources to the school, the Arnold family created opportunities to invest in our many deserving programs. This gift will allow us to initiate new programs of excellence. We join the Joseph Mailman School of Public Health at Columbia University and the Rollins School of Public Health at Emory as the third named school of public health in the United States. In his remarks at the naming ceremony, Mr. Arnold said, "The health of South Carolina's people is the ultimate source of our individual and collective happiness and success, and the USC NJA School of Public Health is essential to helping us achieve it" You can read the full text of his speech in this issue.

In these three short years, we have also shattered USC's record for growth in sponsored research, achieving an average of nearly 25 percent growth in the amount of funded research (awarded grants and contracts) in each of the past three years. We have increased the size of our faculty to 75 and, in March of 2001, we were site

visited by a committee of the Council on Education in Public Health. We received an outstanding initial review and I am confident of being granted continued full accreditation.

In terms of program development, our Prevention Research Center was awarded a second five-year grant and achieved prominence as one of the finest CDC-funded prevention centers in the United States. Its theme is "Promoting Health Through Physical Activity." We are also in a period of rapid development of our Nutrition Center; this will be the University's first organized home for nutrition research and outreach. We are also in the process of welcoming the Center for Health Services and Policy Research, which was formerly administered by the University's Institute of Public Affairs. Finally, a new Center for Rural Health has been established, thanks to the fine work of faculty in the Department of Health Administration.

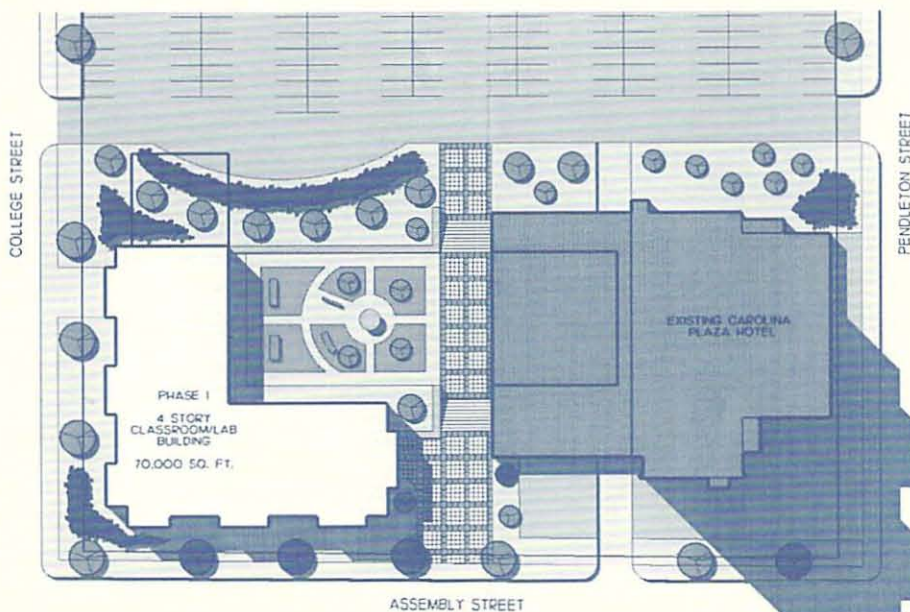
While less exciting perhaps, we have made progress on improving our infrastructure, as well. The school now has an associate dean for academic affairs, an associate dean for research, an assistant dean for administration, and a director of public health practice, all of whom support me, our six departments, and our centers in providing leadership to our important core areas of mission and in managing our school effectively. I am

Lastly, and far from least important, is our achievement of a long-standing dream to have a modern, state-of-the-art, comprehensive facility for the SPH. As you will read elsewhere in this issue, our future home will be on Assembly Street. We will fully occupy the Carolina Plaza and will build a modern, comprehensive building on the property adjoining it. Together, we should have the space we need to become a fully integrated, productive, and comprehensive academic community. Until then, space will remain tight, and it will be a challenge to continue to find space for our growing programs. We will plan to keep you apprised of our building progress on our Web site ([www.sph.sc.edu](http://www.sph.sc.edu)). so please check from time to time.

I know you will agree that it has been an exciting three years. Personally, I couldn't be happier working in this great, energetic community of scholars. Our faculty, staff, and students are single-minded in our common mission of *improving people's health ... statewide and worldwide.*

Harris Pastides  
Dean

# NEW BUILDING IN SIGHT



With the new Norman J. Arnold School of Public Health building location now identified, great strides are being made to complete the final phase of the capital campaign. The end goal of \$15 – 16 million is in sight with over \$12.3 million in private and public funds already raised. The remaining \$3 – 4 million must be secured before plans are finalized.

Once funds are secured, \$9 million dollars will be used for the new building with the remaining \$3 million for the partial renovation of Carolina Plaza. Our development committee, led by Edward Sellers, hopes to have all funds in place before the end of the year.

## Architectural Firm Chosen for SPH Project

Established in 1953, the FWA Group offers architecture, planning, and interior design services through its offices in Charlotte and Hilton Head. Committed to excellence in client service and design, the FWA Group assists each client in developing the best building possible within time and cost constraints. “More than just traditional architects and landscape architects, we are problem solvers with a nontraditional approach that welcomes our clients as equal partners in the planning, design, and construction process,” according to the firm. The quality of their work and the respect of their peers is reflected in 62 national, regional, and local design awards presented to the firm since 1962. For the new School of Public Health building, the FWA Group has assembled a team of individuals who are highly capable and experienced in the design of similar technical facilities.

### The Architects . . .

Bill Foust, FWA firm principal, will lead the design team. Foust has been with the FWA group since 1972 and became a principal in 1984. He specializes in programming and design of laboratory facilities. He was project manager for Christopher Fordham Hall — a \$9 million, 60,000-square-foot biology and biotechnology research building at the University of North Carolina at Chapel Hill. This building has been well received by its

users and earned a design award from the N.C. chapter of the American Institute of Architects.

Principal Gary Lang will be the project architect for the Norman J. Arnold (NJA) SPH building. Lang joined the FWA Group in 1998 as principal. During his 16-year career, he participated in the design and development of several medical and educational facilities, many of which have won design awards. Lang is currently working on the renovation plan for the Jones Physical Sciences Center here at USC.

### Other Team Members . . .

RMF Engineering, Inc., of Durham, N.C., will provide engineering support for the project. RMF is nationally recognized for new and renovation building projects, system analysis, master planning, and design of campus utility generation and distribution systems.

Stephan Kirk will provide cost management services for the design team. Kirk’s PRECiSE system allows the team to explore alternative designs quickly using a detailed simulation of the project needs. Using this tool, the team will meet with representatives of the University and The NJA School of Public Health to balance quality, cost, and time considerations to jointly determine the direction for the project.

### About the Project . . .

The NJA School of Public Health project originally called for an addition to the back of the existing NJA School of Public Health Building. However, with the increase in research productivity bringing with it an increase in faculty, staff, and students, the site would not accommodate current needs and would certainly not allow for future expansion. Pending final approval, the new NJA School of Public Health Building will instead be located at the corner of

**Architectural Firm** continued on page 7

## Teas Receives Grant to Study Faith Healing and Macrobiotics

Jane Teas, Ph.D., nutrition center researcher and research assistant professor in the Department of Health Promotion and Education, received a two-year, \$560,000 grant from the Centers for Disease Control and Prevention to study faith healing and macrobiotics. The first year of Teas' study, which began in October 2000, is qualitative and descriptive. She is interviewing faith healers and macrobiotic counselors and support group leaders about how they perceive their role in the healing process. Teas is also interviewing those who believe they have been healed through either approach. With the help of these participants, she will formulate the specific questions and develop the methodologies for the second year of the study.

"Macrobiotics," noted Teas, "is a holistic lifestyle based on Oriental medicine. A macrobiotic diet is low in fat and emphasizes whole grains and fresh vegetables, including soy-based products and sea vegetables. Low-fat, high-fiber diets are currently recommended to prevent heart disease and certain forms of cancer."

The benefits of the macrobiotics, however, may go beyond that of a low-fat, high-fiber diet, because the macrobiotic lifestyle involves daily cooking of whole food meals, attention to chewing each mouthful of food 50 or more times, and may include daily exercise, self-massage, and meditation. Anecdotal evidence suggests that the lifestyle may also cure some cancers and other degenerative diseases, but there is little scientific evidence to confirm this.

Similarly, there is much anecdotal evidence about the benefits of various forms of faith healing. Recent scientific studies of prayer have supported its healing benefits. Faith healing may

## NJA SPH Receives \$8.3 Million for Research on Health Problems of 21st Century

The University of South Carolina has received \$8.3 million in grants to address three of the most pressing public health problems in South Carolina and the nation.

The funding, from two prestigious federal agencies, will enable researchers from USC's Norman J. Arnold School of Public Health to study and develop interventions for Type II diabetes in children and teens, obesity and physical activity among middle-school girls, and violence against women.

"In the 20th century, public health advances eradicated diseases through immunizations and education and led to enormous improvements in the health and lives of Americans," said USC President John Palms. "However, the 21st century brings new health challenges, and these grants put USC's NJA School of Public Health at the forefront of national efforts to solve them."

The grants include \$4 million from the National Heart, Lung, and Blood Institute of the National Institutes of Health to Dr. Russ Pate for a study called Trial of Activity in Adolescent Girls (TAAG); \$2.3 million from the Centers for Disease Control and Prevention to Dr. Elizabeth Mayer-Davis for research on Type II diabetes in youth; and \$2 million from the CDC to Dr. Ann Coker to study the effectiveness of a program to treat victims of intimate-partner violence.

Dr. Harris Pastides, dean of USC's NJA School of Public Health, said the grants underscore the school's ability to respond to health problems relevant to South Carolinians and others throughout the world.

"Since opening its doors 25 years ago, USC's NJA School of Public Health has focused its education and research efforts on disease prevention," Pastides emphasized.

"USC public health faculty are working in areas to solve the public health challenges that the CDC has targeted for vigorous effort in the 21st century, including increasing physical activity in our daily lives, reducing the toll of violence, protection of the environment, and the elimination of health disparities," he said.

"Having USC public health researchers selected to work on these significant national studies is an indication that the University's research reputation is growing and that our researchers are among the best in the nation," Palms said.

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Teas from column 1

include not just physical healing, but healing of relationships and other life problems. According to Teas, studying faith healing may be challenging. She has held meetings with faith healers from diverse faiths such as charismatic Christianity, the Lutheran faith, and Judaism. All agreed that they wanted to avoid the idea of a "vending machine kind of relationship between faith and healing, where people put in their prayers and expect to be healed." Teas found that they also agreed that "healing is depen-

dent on the grace of God, a concept that has intuitive meaning, but is difficult to describe and quantify."

Teas became interested in macrobiotics through her earlier work investigating the effects of seaweed consumption on breast cancer. In animal studies, seaweed has been protective against breast cancer tumors. Her exploratory study with postmenopausal women is showing promising results. She plans to continue this research as well as her work with macrobiotic and faith healing.



(Left to right) Dean Harris Pastides, Surgeon General David Satcher, and USC President John Palms at the December commencement. David Satcher, the 16th surgeon general of the United States and assistant secretary for health, received an honorary doctoral degree in public health during ceremonies at the Carolina Coliseum.

## COMD Rebounds after Loss of Faculty and Staff

The Department of Communication Sciences and Disorders has seen firsthand what can happen when top faculty are lured away by other interests and opportunities. Yet great progress has been made in successfully filling all the vacated positions. By this August, all vacated positions will be filled by an outstanding new group of enthusiastic faculty and staff.

Mr. Julius Fridriksson will complete his doctoral degree at the University of Arizona this spring and will join the department this August as an assistant professor. His interests are in adult neurogenic communication disorders.

Dr. Eric Healey will also join the faculty as an assistant professor this August. Healy is currently at Arizona State University in the Department of Speech and Hearing Science, where he is finishing the second year of a postdoctoral faculty research position in the psychoacoustics laboratory. He has interests in auditory perception in normal function and in relation to cochlear implants.

Janice Jackson, assistant professor, will be coming from the University of Texas. She will concentrate her research in African-American English and child language.

Ms. Wendy Balsey has joined the staff of the Speech and Hearing Clinic as a clinical instructor. Balsey was a clinical audiologist with Florence ENT and Facial Plastics in Florence, S.C.

Brittany Crosby Royals, Cheryl Rogers, and Juliet Stout-White have joined the staff of the Speech and Hearing Clinic as clinical speech-language pathologists.

Further information on the progress of the department and the work of these professionals will appear in future issues of *HealthBeat*.

## Bernhard Explores the Gulf of Mexico on the Mini-Sub *Alvin*

Joan Bernhard, a research associate professor in the SPH, along with researchers from three other universities, was part of an expedition in the Gulf of Mexico aboard the mini-sub *Alvin*. The submersible *Alvin*, is best known for photographing the remains of the *Titanic* in the 1980s.

Bernhard, a biological oceanographer, investigated the rich marine life found as far as two miles below the surface. She has for a number of years been interested in the single-celled organisms that live in the oceans, marshes, and salt-water sediments. Bernhard and microbiologist Barun Sen Gupta of Louisiana State University conducted research on bacteria and other life that apparently feed on natural hydrocarbon seepage and shallow gas hydrate deposits. Results of their studies will be used to develop new strategies for petroleum exploration in deep waters.

## SPH Alumna to Head Indiana Tobacco Prevention and Cessation Agency

Frank O'Bannon, Governor of Indiana, recently appointed Karla S. Sneegas, (MPH, HPRE 1990) as executive director of the Indiana Tobacco Prevention and Cessation Agency.

Since leaving her position as director of the Division of Tobacco Use Prevention in the SCDHEC, Sneegas has been working as a consultant with organizations across the nation on tobacco control issues.

Last year, the Indiana General Assembly allocated \$35 million in funding from the national tobacco settlement to prevent and reduce the use of all tobacco products in the state and to protect citizens from exposure to tobacco smoke.

**Architectural Firm** from page 4

Assembly and College streets between the School of Music and the Carolina Plaza. The current plan calls for a new 70,000-square-foot building which would include research laboratories, computer-based research facilities, specialized clinics, and smart classrooms. In addition, the project calls for upfitting the Carolina Plaza for faculty and staff offices. Together the school would have approximately 108,000-square-feet of renovated and new office space.

The FWA Group is incorporating various sustainable design techniques into the design for the NJA School of Public Health. In the renovation portion of the project they will recycle or reuse most of the demolished materials. In the new construction low VOC paints, adhesives, and other materials used for interior finishes will maintain high indoor air quality, minimize chemical cleaning, and promote recycling. Day lighting techniques and low glare electronic lighting will improve energy usage. The zoned heating and air conditioning system will reduce stagnant air pockets and provide a wider comfort range with less energy consumption.

# Alumni news

## 1975

**Michael Pejsach**, MAT (HPRE), is vice president for product management, School Care, L.L.C., Livonia, Mich. He is also Web master of *Healthbehavior.com*.

## 1992

**Stephanie C. Bundage**, MD MPH (HADM), is the director of the Appalachia II Health District of the Department of Health and Environmental Control.

**Michael Van Lue**, MSP (COMD), and his wife, Michele, had a son, Grayson Mitchell, Dec. 29, 2000.

## 1993

**Cristine (Leadbitter) Henry**, MS (EXSC), MPH (HPRE), was married in November 2000 and is living in Flagstaff, Ariz. She is the wellness coordinator for Northern Arizona Healthcare and on the adjunct faculty at Northern Arizona University.

## 1995

**Mary L. Stepling**, Ph.D. (COMD), received the 2001 Teacher of the Year Award at Columbia College. This award is given to an outstanding faculty member nominated and chosen by the students. Mary is an adjunct assistant professor in the SPH's Department of Communication Sciences and Disorders.

## 1996

**Tricia Tuite Wheeler**, MHA (HADM), is the executive director at Laurel Crest Retirement Community in West Columbia.

## 1997

**Dorothy A. Ellis**, MPH (HPRE), is in her third year teaching nursing at Tri-County Technical College, which now includes public health issues and gerontology. She is preparing future RNs to teach primary prevention.

## ALUMNI INFORMATION UPDATE

Alumni, please send us information about your job changes, research activities, honors received, and personal and professional activities. Send your news to: Lucy Hollingsworth, The Norman J. Arnold School of Public Health, *HealthBeat*, University of South Carolina, Columbia, SC 29208, or [lhollingsworth@sph.sc.edu](mailto:lhollingsworth@sph.sc.edu).

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Year of Graduation: \_\_\_\_\_ Program and Major: \_\_\_\_\_

Social Security # (optional) \_\_\_\_\_ Date of Birth: \_\_\_\_\_

News or Information: \_\_\_\_\_

# Two for the Price of One: Bicentennial Fellowships to Honor Dr. Winona Vernberg

Winona B. Vernberg touched the lives of many faculty, staff, and students during her tenure as dean of the NJA School of Public Health. To honor her, The Winona B. Vernberg Bicentennial Fellowship Fund has been established. The fellowship will be given to a deserving student or students in the NJA School of Public Health each year.

If we can raise \$25,000 or more during 2001, the USC Educational Foundation will match the spendable income of the original principal in perpetuity. For example, 5 percent interest earned from a fellowship gift of \$50,000 yields one \$2,500 fellowship a year. But a bicentennial fellowship will yield two \$2,500 fellowships a year.

Please send your contributions to: Development Office, The Norman J. Arnold School of Public Health, Health Sciences Building, 800 Sumter St., Columbia, SC 29208.

If you have questions about the fund, please call Lucy Hollingsworth at 803-777-5037 or e-mail [lhollingsworth@sph.sc.edu](mailto:lhollingsworth@sph.sc.edu).

**Save the Date!!!  
Homecoming Weekend - October 19 - 20, 2001**

Please make plans to join us for a very special occasion on Friday, Oct. 19, at 3:30 p.m. The Norman Arnold School of Public Health, the College of Science and Mathematics, the Marine Science Program, and the Baruch Institute will join together to honor two very special people—Drs. Winona and John Vernberg.

## Schedule

- 3:30 p.m. **1st Annual Winona B. Vernberg Lecture Series**  
Presenter Winona B. Vernberg—"Public Health Then and Now"
- 5:00 p.m. **Award Presentation to Drs. John and Winona Vernberg, followed by a reception** (location to be announced)

As those of you reading this know very well, Dr. Winona Vernberg made tremendous contributions to the academic area of environmental health science and served as a superior administrator during her tenure as dean of the school. What was so unusual about her, however, was her ability to blend those scientific interests and administrative skills with a genuine concern for the people around her. Many students can and do speak of the impact that Dr. Vernberg had on them personally and in the shaping of their career paths.

This will be a special time for sharing memories and honoring two people who in their individual and combined careers contributed much to our University and school. The event is open to alumni and friends of the Vernbergs. Please make plans to attend.

We will need assistance in contacting alumni of the school and in preparing for the event. If you would like to help, please contact Lucy Hollingsworth, 803-777-5037, or e-mail [lhollingsworth@sph.sc.edu](mailto:lhollingsworth@sph.sc.edu), or Angela Everett, 803-777-5031, or e-mail [aeverett@sph.sc.edu](mailto:aeverett@sph.sc.edu).

See you in October!



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